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Message Text

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44
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
---------- 065601
R 162129Z JUL 76
FM AMEMBASSY BOGOTA
TO USDOC WASHDC
INFO SECSTATE WASHDC 6236
AMCONSUL MEDELLIN
AMCONSUL CALI

UNCLAS SECTION 1 OF 2 BOGOTA 7279

E.O. 11652: N/A
TAGS: BEXP, CO
SUBJECT: FOREIGN BUYERS PROGRAM: REPORT ON EMBASSY-ORGANIZED GROUP TO THE INTERNATIMUAL PETROLEUM EXPOSITION AND ENERGY SHOW TULSA MAY 17-21, 1976

1. THE AMERICAN EMBASSY PROMOTED AND ORGANIZED A GROUP OF 27 COLOMBIAN BUSINESSMEN FROM TM
MOST IMPORTANT
PETROLEUM COMPANIES AND ALLIED FIRMS TO ATTEND THE INTERNTIONAL PETROLEUM EXPOSITION. GOC OFFICIALS ALSO PARTICIPATED IN THE ENERGY SHOW (AS PART OF THE PETROLEUM EXPOSITION AND CONGRESS). BOTH EVENTS WERE HELD IN THE IPE BUILDING, TULSA, OKLAHOMA, MAY 17-21, 1976.

2. DIRECT PURCHASES AMOUNTED TO $410,000 AND FUTURE PURCHASE ARE ESTIMATED AT $4,900.000 OVER THE NEXT TWELVE MONTS. SEVERAL AGENT/DISTRIBUTION AGREEMENTS WERE SIGNED OR ARE BEING SERIOUSLY NEGOTIATED. THE FOLLOWING FIRMS WILL POSSIBLY HAVE AGENT/DISTRIBUTOR RELATIONSHIPS: AQUILINO RONDEROS LTDA. AND 3M COMPANY, ELECTRO PRODUCTS DIVISION; CARRETERAS LTDA. AND ELECTRO-COATINGS INC. MORAGA, CALIFORNIA AND CFS CORPORATION, TULSA, OKLAHOMA; FORJAS OF COLOMBIA AND BOW AND ARROW OF TULSA-OKLAHOMA AND DELCO WIRE AND CABLE INC., TULSA, OKLAHOMA. AGENT/DISTRIBUTION AGREEMENTS WILL INCLUDE PRODUCTS SUCH AS: APARATUS FOR APPLYING POLYURETHANE
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FOAM TO PIPELINES; PUMPS; ENGINE ACCESSORIES;

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INSTRUMENT AIR SYSTEMS; AND ELECTRICAL WIRE AND CABLE
FOR INDUSTRIAL APPLICATIONS.

3. PERHAPS, THE MOST IMPORTANT DEVELOPMENT WAS THE
OFFICIAL CONTACTS MADE BY DR. CAMILO MERENDONU, VICE
PRESIDENT OF THE PRODUCTION DIVISION OF ECOPETROL
(COLOMBIAN PETROLEUM COMPANY), WHO ON BEHALF OF GOC
INITIANED DIRECT NEGOTIATIONS FOR THE
PARTICIPATION OF U.S. PETROLEUM FIRMS IN THE EXPLORATION
AND EXPLOITATION OF NEW WELLS UNDER THE NEW PETROLEUM
AND MINERALS POLICY OF THE COLOMBIAN GOVERNMENT. UNDER
THIS NEW POLICY, THE PRICE OF NEE CRUDE WILL BE
ALLOWED TO RECH THE INTERNATIONAL PRICE OF APPROXIMATELY
$12,50 PER BARREL WHICH SHOULD STIMULATE NEW EXPLORATIONS.
PREVIOUSLY, THE GOC HAD HELD THE PRICE OF PETROLEUM ARTI-
FICIALLY LOW, WHICH DAMPERED THE ENTHUSIASM OF OIL COMPANIES
TO UNDERTAKE NEW VENTURES.
THIS MAY IMPLY LARGE AMOUNTS OF U.S. INVESTMENT IN COLOMBIA.

4. THE PROMOTIONAL CAMPAIGN DIRECTED BY THE EMBASSY
INCLUDED: A) DISTRIBUTION OF 350 CIRCULAR LETTERS AND BROCHURES
TO COLOMBIAN FIRMS INCLUDUNG OFFICIAL AND PRIVATE FIRMS,
IMPORTERS, DISTRIBUTORS AND AGENTS. B) PRESS RELEASES ISSUED
TO THE MOST PRESTIGIOUS NEWSPAPERS OF THE MAJOR CITIES.
C) PERSONAL INTERVIEWS WITH KEI GOC OFFICIALS.
D) ACTIVE PARTICIPATION OF THE AXLRICAN CONSULATES
IN CALI AND MEDELLIN AND BINATIONAL CENTER PERSONNEL IN BU-
CARAMANGA.

5. THIRTY-EIGHT PRELIMINARY INTEREST FORMS WERE RECEIVED BY
THE EMBASSY. AFTER FINAL CONFIRMATIN OF 27 PARTICIPANTS,
MRS. HERNANDEZ, EMBASSY ECONOMIIST AND GROUP-DIRECTOR,
MADE ALL THE ARRANGEMENTS REGARDING AIR TICKETS, VISAS AND
HOTEL RESERVATIONS IN COOPERATION WITH USDOC AND BRANIFF
INTERNATIONAL.
6. MRS. HERNANDEZ ARRIVED THREE DAYS BEFORE THE SHOW
OPENING AND MADE ALL NECESSARY CONTACTS TO OBTAIN
HOTEL RESERVATIONS IN TULSA SINCE THE HOTEL ASSIGNED
TO THE GROUP WAS LOCATED 65 MILES OUTSIDE OF TULSA.
HOTEL ACCOMMODATIONS FINALLY WERE OBTAINED THE FIRST
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DAY OF THE EXPOSITION.
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43
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INFO OCT-01 ISO-00 EB-07 /018 W
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R 162129Z JUL 76
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UNCLAS FINAL SECTION OF 2 BOGOTA 7279

E.O. 11652: N/A
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EXPOSITION AND ENERGY SHOW TULSA MAY 17-21, 1976

ALL MEMBERS OF THE MISSION WERE ASSISTED BY THE
GROUP COORDINATOR, WHO ACTED AS INTERPREPTER DURING
INTERVIEWS, TOOK THE GROUP TO INDUSTRIAL PLANT VISITS
(ROW ANS ARROW COMPANY, ALBERT REPRESENTATIONS AND
WILLIAMS BROTHERS CENTER), MADE BUSINESS APPOINTMENTS
AND PROVIDED GENERAL GUIDANCE.
8. SPECIAL ACTIVITIES WERE ARRANGED BY THE GROUP
COORDINATOR WITH THE ACTIVE PARTICIPATION AND GUIDANCE
OR MR. GEORGE HINES, USDOC REPRESENTATIVE. A TELEVISION
INTERVIEW WITH SOME OF THE MISSION MEMBERS FOR THE
BROADCASTING NEWS OF TULSA AND FOR THE EDUCATION
PROGRAM, CHANNEL 11 OF OKLAHOMA WAS ARRANGED. ALSO
PARTICIPATION IN SEVERAL SOCIAL EVENTS WAS
PROGRAMMED BY THE IPE BOARD OF DIRECTORS AND VAIOUS
EXHIBITORS.

9. THE FOLLOWING IS THE LIST OF PATICIPANTS AND THEIR DIRECTOR
PURCHASES.
FIRM/REPRESENTATIVE DIRECT PURCHASES FUTURE PURCHASES
ELECTRIFICADORA SSG (US$) (US$)
SANTANDER
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ALBERTO GOMEZ
PETROSERVICIOS
AGUSTIN ARANGO - 800.000
PRODUCTION MANAGER

PANTECNICA
ROBERTO ROESEL
MARKETING MANAGER - 600.000

ELECTRIFICADORA
SAN ANDRES 150.000
VANEL STEPHENS
GENERAL MANAGER

CIRO PORRAS LTDA.
CIRO PORRAS 210.000 1,000.000
MANAGER-OWNER

AQUILINO RONDEROS LTDA. 200.
00 1,500.000
AQUILINO RONDEROS
MANAGER-OWNER

CARRETERAS LTDA.
ELBERTO GUZMAN - -
MANAGER-OWNER

COREMAR - 100.000
SAVERINO MINERVINI
MANAGER-OWNER

MASUCAR - 300,000
HUGO TRIBIN
MANAGER

HELICOL
JOSE GONZALEZ - -
ECONOMIC ADVISOR

HVVASQUEZ - -
HERNANDO VASQUEZ
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MANAGER

WALDO CASAS - -
SALES MANAGER

MILCHEM WESTERN HEMISPHERE
CARLOS NEY - -

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SALES MANAGER
FORJAS DE COLOMBIA - -
LUIS MAJIA
PRODUCTION MANAGER

DESAT LTDA. - RR
N -
EDUARDO SANTANILLA
MANAGER

ECOPETROL (US$1 MILLION
CAMILO MERENDANI FUIWAE INVESTMENT)
PRODUCTION MANAGER

CAUCHOSOL - -
ULRICH URHAM
PRODUCTION MANAGER

CARBON ASOCIADOS - -
ENRIQUE GAVIRIA
MANAGER
ALBERTO MORALES
ASSISTANT MANAGERPRIAOLBRAS - 10
0,000
FIDEL RAMIREZ
PRODUCTION MANAGER
EGBERTO OSPINA
MARKETING MANAGER 160.000

COLOMBIAN-BRAZILIAN
PETROLEUM CO. - 240,000
GERMAN LOPEZ DE MESA
EXPLORATION DEPT. HEAD

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CEMENTOS SAMPER LTDA.
JOSE MANUEL DORDOVEZ - -
MARKETING
DEPARTMENT HEAD

TUNJA UNIVERSITY - -
HERNANDO MESA
INVESTIGATION DEPHQW
ALVARO DIAZ
ENGINEERING DEPT.

TUNJA UNIVERSITY
VARGAS EDUARDO - -
ENGINEERING DEPT.

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ANTEX
JACINTO VEGA
PRODUCTION MANAGER
TOTAL 410,000 4,950,000

10. THE TIMING FOR THIS COMMERCIAL MISSION WAS PERFECT SINCE A WEEK BEFORE SHOW GOC GOVERNMENT ANNOUNCED ITS "NEW PETROLWUM POLICY". AN INCENTIVE WAS CREATED AND MOST COMPANIES HAD DEFINITE PLANS TO UNDERTAKE SUBSTANTIAL INVESTMENTS.
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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